

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:	Atty. Docket No.: 004770.00891
Toni Kopra	
Serial No.: 09/580,583	Group Art Unit: 3622
Filed: May 30, 2000	Examiner: Y. Retta
For: Location Aware Product Placement And Advertising	Confirmation No.: 8331

RESPONSE AFTER FINAL OFFICE ACTION

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This paper is responsive to the Final Office Action mailed February 26, 2007. The Office Action set a three-month response period, making this paper due on or before May 26, 2007. A request for a one-month extension is being submitted in conjunction with this paper. If any fees are deemed owed with this submission or if overpayment has been made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly. Reconsideration is respectfully requested in light of the following:

Amendments to the claims are found in the **Listing of Claims**, which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.